



If you hate
to speak in
public, you'll
love this course!

EFFECTIVE EXECUTIVE SPEAKING



September/December sessions
in convenient locations across the country



Most speaking courses for executives teach you wooden gestures and plastic smiles.

This course teaches you to come across as a real person — with something important to say!

Finally! An executive speaking course that leaves you looking like an executive — not a robot. You can always tell when someone's been through a standard public speaking course. The fists clench on cue. The smile comes on cue. It's all unnatural and distracts from the point of the talk. With the techniques of this course—you'll build on your existing strengths. And not just your posture and voice inflection. You'll see how to use every resource at your disposal to make a presentation that's got the audience hanging on your word.

You'll see how to put — and keep — your best foot forward in any situation. Including times when you're not expecting to speak. When you face people in an impromptu setting, there's no time to rehearse your remarks. At this course, you'll actually discover the secrets of thinking on your feet... giving off an air of confidence...and feeling confident in yourself. You'll also learn how the pros control their nervousness.

Find out how to keep your talk lively, cut out lazy words and meaningless clichés, and make action phrases part of your vocabulary. You've seen all sorts of speakers. People who keep their eyes on their notes, never looking up. Speakers who cling to a lectern as though a strong wind were about to blow through the room. At this course, you'll see how to use your words and your body to make your message more interesting. How to use notes...visual aids...and handle a microphone. You'll even learn how to use humor—and when. And if you have to talk on a technical subject—you'll explore ways to keep laymen from being baffled and experts from being bored. Your program leader or "coach" for this course will help you every step of the way. He'll suggest only those changes that naturally and comfortably fit in with your style and personality.

Get the unique opportunity to see yourself speak on video tape. The very best way to build on your strengths—and correct your weaknesses—is to see them clearly. So, throughout the program, you'll see and hear yourself the way an audience does—thanks to the magic of video tape and instant replay. And since this meeting is limited to only 24 people, plenty of time will be devoted to your special public speaking hang-ups.

Today, more than ever, effective speaking is an important management tool. In the face of an uncertain economy and tough competition results count. And every executive who can speak convincingly—to staff, to the public, to stockholders, to management—is a valuable asset. Make sure your executives can speak in a way that builds enthusiasm for company goals and gets action from every audience.

For more information, please contact the General Management Division, Ellen Kamp, Program Director, at AMA Headquarters in New York. (212) 586-8100.

Who should attend A practical, lively speaking course designed to help every executive who, in the course of his or her job, must speak in front of a group...make a presentation...sell ideas or products to others...or face a camera.

Special Features

Individual Coaching and Instruction Because the class is limited to 24 participants, there is plenty of time for individual help and instruction, plus lots of time to learn by *doing*—giving impromptu and prepared speeches before the class.

See Yourself as Others See You—On Videotape A videotape set-up in the classroom enables participants to see themselves as others do. Instant replay reinforces the lessons learned on the spot.



Course Outline

Evaluating your speaking skills

- Introductory talks
- Personal objectives
- Seeing and hearing yourself

Making the public speech or a company presentation

- Opening the talk
- Middle and close of the talk
- Purpose and techniques
- Building and providing ideas
- Maintaining continuity
- Summarizing
- Developing visual aids

How to meet the press

- The art of answering questions from an audience

How to speak on the spur of the moment

- Thinking on your feet
- Prep formula
- Techniques

Delivering the complete presentation

- Audience analysis
- Planning, organizing, outlining
- Using notes
- Self-designed visual aids
- Using a microphone
- Proof and support
- Adapting to the audience

Answering questions and objections

- Professional techniques
- Do's and Don'ts

Facing the camera: Live or taped

- Appearance/Voice
- Handling the questions
- Controlling nervousness

How to convince and persuade

- Individual presentations
- Humor, originality, showmanship
- Use of anecdotes
- Involving the audience

Speaking on special occasions

- Speech of introduction
- Manuscript speaking
- Presenting an award
- Receiving an award



Meeting Schedule

In Houston

September 30-October 2, 1981*
Dunfey Houston Hotel
Meeting No. 2522LM-65

In Milwaukee

October 5-7, 1981**/Pfister & Tower
Meeting No. 2522LM-79

December 8-10, 1981***
Pfister & Tower
Meeting No. 2522LM-81

In Cleveland

October 5-7, 1981**/Bond Court
Meeting No. 2522LM-66

In San Antonio

October 12-14, 1981**
La Mansion del Norte
Meeting No. 2522LM-80
December 14-16, 1981**
La Mansion del Rio
Meeting No. 2522LM-82

In Silver Springs (Washington, D.C. area)

October 26-28, 1981**
Sheraton Inn N.W.
Meeting No. 2522LM-67

In New York

October 26-28, 1981**
AMA Headquarters
Meeting No. 2522LM-68
November 23-25, 1981**
AMA Headquarters
Meeting No. 2522LM-74
December 14-16, 1981**/Statler Hilton
Meeting No. 2522LM-76

In Atlanta

November 2-4, 1981**
Colony Square Complex
Meeting No. 2522LM-69

In Bloomington (Minneapolis area)

November 2-4, 1981**/L'Hotel Sofitel
Meeting No. 2522LM-70

In Denver

November 16-18, 1981**
Executive Tower Inn
Meeting No. 2522LM-71

In Chicago

November 23-25, 1981**
AMA Management Center
Meeting No. 2522LM-73

In San Francisco

November 23-25, 1981**
Miyako Hotel
Meeting No. 2522LM-72

In Newport Beach, Calif.

December 7-9, 1981**
Sheraton Newport
Meeting No. 2522LM-75



In St. Petersburg

December 14-16, 1981**
Don Cesar Hotel
Meeting No. 2522LM-78

In Ann Arbor, Mich.

December 14-16, 1981**
Ann Arbor Marriott
Meeting No. 2522LM-77

*These 3-day meetings start Wednesday, 9:30 a.m.; end Friday, 4:00 p.m.

**These 3-day meetings start Monday, 9:30 a.m.; end Wednesday, 4:30 p.m.

***These 3-day meetings start Tuesday, 9:30 a.m.; end Thursday, 4:30 p.m.

Future Sessions:

January 18-20, 1982/New York/Mtg. # 2522LM-83
January 25-27, 1982/Chicago/Mtg. # 2522LM-84
January 11-13, 1982/Atlanta/Mtg. # 2522LM-85
January 18-20, 1982/San Francisco/Mtg. # 2522LM-86
January 18-20, 1982/Boston/Mtg. # 2522LM-87
January 25-27, 1982/Dallas/Mtg. # 2522LM-88
January, 1982/Milwaukee/Mtg. # 2522LM-89
February 1-3, 1982/Los Angeles/Mtg. # 2522LM-90
February 22-24, 1982/Washington, D.C./
Mtg. # 2522LM-91
February 17-19, 1982/Houston/Mtg. # 2522LM-92
February 8-10, 1982/Minneapolis/Mtg. # 2522LM-93
February 22-24, 1982/Chicago/Mtg. # 2522LM-94
February 8-10, 1982/Atlanta/Mtg. # 2522LM-95
February, 1982/New York/Mtg. # 2522LM-96

The American Management Associations accepts registrations irrespective of race, sex, color and national or ethnic origin. This includes but is not limited to admissions, employment and educational services.

Course Faculty

One of the following Course Leaders will appear at each session.

BARBARA de COSTER ROCHA
Director
Speak for Yourself
Corono, Calif.

PAUL EDWARDS, *Partner*
P & SE Consulting & Training
Sierra Madre, Calif.

CLAUDETTE FEIER, *Assistant Professor of Speech*
Rutgers University
President — Claudette D. Feier, Inc.
Cedar Grove, N.J.

LANCE FREDERICKS, *Principal*
Effectiveness Development Center
Ozone Park, N.Y.

CARL E. HUFFMAN, JR., *President*
Huffman Enterprises
Elgin, Ill.

FREDERICK KNAPP, *President*
Frederick Knapp Associates
New York, N.Y.

DOROTHY LEEDS
Technologies
New York, N.Y.

PENNY LEIGH, *Partner*
Frederick Knapp Associates
New York, N.Y.

WILL LOREY, *President*
Lorey Associates
Smithfield, Texas

WALTER L. McVEY
McVey Consulting Associates
Atlanta, Ga.

J. THOMAS MILLER, III, *President*
Leadership Seminars Associates
Duncan, S.C.

ROBERT L. MONTGOMERY, *President*
R. L. Montgomery & Associates, Inc.
Burnsville, Minn.

LINDA PAULSEN, *Consultant*
Claredon Hills, Ill.

DR. GLENN S. PFAU
Alexandria, Va.

SUZANNE SAVARY
Management Consultant
La Canada, Calif.

CLIFFORD WOODBURY, *Principal*
Woodbury & Associates
Chicago, Ill.

Registration Information

HOW TO REGISTER FAST

Phone (212) 246-0800. (Direct Line to Registrar *Only*.)
Other calls dial (212) 586-8100.

TWX 710-581-6530

Complete and mail the registration card

Important: Always give the complete meeting number and title—plus the **Priority Code** shown on or adjacent to the mailing label on this announcement. This will expedite your registration.

Registration Fees

The full fee is payable in advance and includes the cost of meeting materials.

Individual Fees (Each 3-day Meeting)

Member Price — \$605; Nonmember* — Add \$90

Send teams at reduced fees — During the meeting they'll compare notes and pool thinking on how the ideas and concepts presented relate to your company's specific problems. Back on the job, they'll be able to tackle these problems with a highly coordinated team approach. **The special fees for a company team of three managers attending the same session of a meeting are:**

Team Fees — per person (Each 3-day Meeting)

Member Price — \$515; Nonmember* — Add \$90

***Nonmembers: Difference between member and non-member registration fee can be applied to AMA membership. Check box on card for full information.**

Check your confirmation notice Occasionally AMA must change the location of a meeting within a city after announcing it. Thus, we urge you to double check the Registration Confirmation Notice you receive to be sure of your exact meeting location. If you have any questions, contact AMA's Registrar in New York **(212) 246-0800**.

Note: You can register up to the time of the meeting. However, do not come to a meeting without confirmation. If it has not arrived before the meeting date, contact AMA's Registrar.

What to do when you must cancel your registration Confirmed registrations cancelled less than two weeks before the meeting are subject to a \$100 service charge. Registrants with confirmed applications who fail to attend are liable for the entire fee unless they contact AMA's Registrar prior to the meeting to cancel.

How to receive priority treatment when you book hotel space AMA does not arrange hotel accommodations. However, the following hotels will hold a block of rooms up to two weeks before your course starts. To make a reservation, contact the hotel directly. Be sure to act promptly—and mention AMA for preferred treatment.

In Atlanta: Colony Square Hotel (404) 892-6000 (Immediately adjacent to the AMA Management Center—Atlanta).

In Chicago: Marriott Motor Hotel (312) 693-4444 (Immediately adjacent to the AMA Management Center—Chicago, at O'Hare Airport).

In New York: Sheraton Centre (at Seventh Avenue and 52nd St.) (212) 841-6447 and the New York Hilton (at Rockefeller Center) (212) 594-4138.

In Other Locations: Contact the hotel where your AMA courses will be held.

Send for a copy of AMA's Course Catalog. IT'S FREE! **The NEW AMA Management Development Guide** lists specific courses to help you move ahead in your career. Send for your copy now. Check the box on the Registration Card, or write: AMA Headquarters, 135 West 50th St., New York, N.Y. 10020.

Tax Deduction for Educational Expenses Treasury regulation §1.162-5 permits an income tax deduction for educational expenses (registration fees and cost of travel, meals, and lodging) undertaken to: (1) maintain or improve skills required in one's employment or other trade or business, or (2) meet express requirements of an employer or a law imposed as a condition to retention of employment, job status or rate of compensation.

Ask About In-House Training. For details about related in-house versions of this program contact AMA's In-House Development and Training Division in New York. (212) 586-8100. Ext. 162.

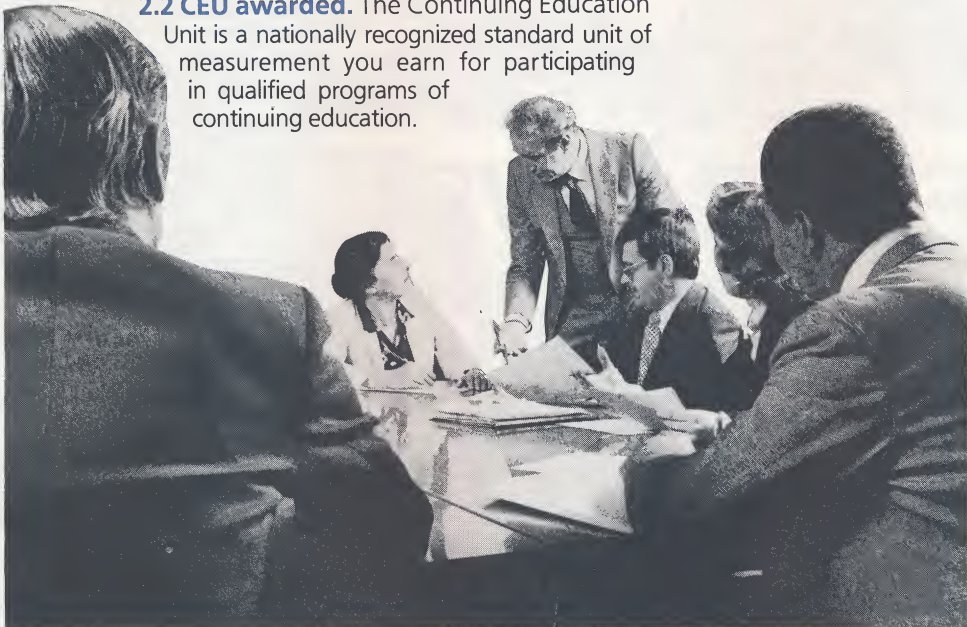
GOVERNMENT, EDUCATION AND HEALTH-CARE MANAGERS: Send for AMA's NEW catalog of seminar and training programs designed to meet the *special demands* of public sector management. Check the box on the registration form or call Marilyn Henry (212) 586-8100, ext. 184, for additional information.

MAKE YOUR HOTEL AND TRAVEL RESERVATIONS EARLY.

15% discount when you send a team of 3 or more!

Save two ways! Give three or more executives the training that pays off on the bottom line. And take advantage of the 15% discount for a team of three or more.

2.2 CEU awarded. The Continuing Education Unit is a nationally recognized standard unit of measurement you earn for participating in qualified programs of continuing education.



Registration Card

American Management Associations, 135 West 50th Street, New York, N.Y. 10020

Register fast by phone (212) 246-0800. For registering only. Mention the Priority Code shown on or adjacent to the mailing label on this announcement. All other calls: (212) 586-8100.

Important! To expedite your registration, fill in the **Priority Code** shown on or adjacent to the mailing label on this announcement.

----------------------	----------------------	----------------------

Please register the executive below for the indicated session of AMA's EFFECTIVE EXECUTIVE SPEAKING Course.

Meeting No. _____

Dates _____

Location _____

Name _____

(Please print)

Title _____

Company _____

Division _____

(Please use full name)

Street _____

City/State/Zip _____

Tel. No. _____

(area code)

☐ This confirms telephone registration

Please list names and positions of team registrants on an additional sheet.

Payment Instructions: The full fee is payable in advance. ☐ Payment enclosed. ☐ Bill my company.

Please send the following: ☐ AMA Membership Information ☐ 17 Key Management Courses from AMA

☐ New Public Sector Catalog

For office use only

CL 2-4925 Printed in U.S.A.

NOTE: You may photocopy this form for additional registrations.

Sep 81

If you hate
to speak in
public, you'll
love this course!

EFFECTIVE EXECUTIVE SPEAKING

September/December
sessions
in convenient locations across the country



American Management Associations
135 West 50th Street
New York, N.Y. 10020

Non-Profit Org.
U.S. Postage
PAID
American Management
Associations



LB5

T NELSON
PROJECT XANADU
PO BOX 3
SCHOOLLEYS MOU

**

NJ 07870

Attention Mailroom Personnel: Please reroute if necessary! If undeliverable to addressee, this important, dated announcement should go to your organization's Chief Executive Officer or Director of Management Training.